

# Marketing Problems Faced by the Tapioca Cultivators in Tamilnadu



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**Abstract** —Agriculture is the most important in the Indian economy. The Indian farmer has shown wonderful, response to the new technological innovation in agriculture. In the agricultural sectors, tapioca plays a important role tapioca in generally referred to as “Starch Flour” and its cultivation and marketing gives employment to thousands of people apart from earning foreign exchange for the country. The cultivators face number of problems on the marketing front tapioca like seed procurement, innocent of farmers, financing problems, high transportation cost, and price fluctuation. So that it is recommended co-operative bank and co-operative organisation is regulated markets shall Come forward to establish their storage houses in villages and also loan offered by rural bank and co-operative bank. Again it is also suggested that the government shall come forward to construct public warehouses. . It the above suggestions are duly carried out by the parties concerned, the Tapioca production would go up, giving employment to more than lakhs of people. It would also result in effective marketing giving the legitimate share to the growers

**Key words:** Tapioca, Marketing of Tapioca, Marketing problems of Tapioca, Marketing Practices of Tapioca.

## I. INTRODUCTION

Agriculture is an important sector covering the organisation of resources such land and minerals, capital in a wide variety of farms, management and labour for the production and marketing of food and fibre. Agriculture is the most dominant in the Indian economy. However the country had to face spells of drought now and then relating in a mishap to agricultural production. The Indian farmer has shown remarkable, response to the new technological innovation in agriculture. There has been a spurt in the demand for high yielding varieties of seeds, fertilizers and modern farm implementation in recent years. In the agricultural sectors, tapioca plays a important role tapioca in generally referred to as “Starch Flour” and its cultivation and marketing gives lot of employment to thousands of people in addition to earning foreign exchange for the country. Tapioca is one of the main crops in Salem district. There is no organisation of cooperative society established among cultivators. So the village traders utilise the illiterate farmers

by fixing the prices far below the cost of production. The cultivators face number of problems on the marketing front tapioca. Thus, the tapioca growers also use the services of regulated market by the government.

## II. OBJECTIVE OF THE STUDY

To analyse the marketing practices and problems faced by the Tapioca producers.

## III. METHODOLOGY OF THE STUDY

The methodology of the study has been followed to analyse the marketing practices and problems faced by the tapioca cultivators. The survey has been used for collecting sufficient data from the tapioca cultivators. Ten villages were selected by adopting proportionate stratified random sampling technique. In each villages, fifteen tapioca cultivators were selected by adopting convenient sampling techniques. The percentage analysis and ‘Z’ test has been used for analysing the collected data. The study covers ten tapioca cultivating villages in Salem District. Among the villages, one hundred and fifty respondents were selected by convenient sampling method. The percentage analysis and ‘Z’ test has been used for analysing the data.

## IV. MARKETING PRACTICES AND PROBLEMS

The marketing system in India provides substance for about 2.5 million people who are engaged in performing various marketing functions. In the field of export too, the agricultural sector accounts for about 47 per cent of the total value. The most important change in the present day market are the quality standards which previously decisive by the consumers. The customer wants training, experience and delight which require special attention through appropriate measures in advertising, communication, distribution and branding. Marketing begins with the assessment of customers concerns and ends with evaluation. Agricultural marketing involves in its simplest form buying and selling of an agricultural product. In modern marketing the agricultural produce has the experience a serious of transfers or exchanges from one hand to another before it finally reaches the consumer. To sustain the pace of growth, adequate marketing infrastructure, helpful policy environment and relevant mechanism for enunciate the technological needs of producers and processors are to be organized.

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## V. ANALYSIS AND INTERPRETATION

Table – 1

## Marketing Practices of Tapioca Cultivators

	Particulars	Respondents	Percentage
I. Sources of Seed Procurement	Marketing Society	70	47
	Trader	50	33
	Other	30	20
	<b>Total</b>	<b>100</b>	<b>100</b>
II. Market Price Information	Neighbourhood cultivators	50	33
	Commission Agent	51	33
	Friends and Relatives	18	12
	News Papers	14	09
	Village Traders	17	13
	<b>Total</b>	<b>100</b>	<b>100</b>
III. Price Fixation	Quality	63	42
	Current Market Price	30	20
	Arrival of Tapioca in the Market	34	23
	No Idea	23	15
	<b>Total</b>	<b>100</b>	<b>100</b>
IV. Existing Distribution Channel	Village Traders	85	57
	Commission Agent	49	33
	Regulated Market	16	10
	<b>Total</b>	<b>100</b>	<b>100</b>
V. Preferred Distribution Channel	Village Trader	64	43
	Commission Agent	47	31
	Regulated Market	39	26
	<b>Total</b>	<b>100</b>	<b>100</b>
VI. Sale of Tapioca	Immediately after harvest	90	60
	Wait for higher Price	60	40
	<b>Total</b>	<b>100</b>	<b>100</b>
VII. Duration of Waiting to Market	Up to 10 days	38	25
	11-20 days	46	31
Tapioca	21-30 days	30	20
	31 days and Above	36	24
	<b>Total</b>	<b>100</b>	<b>100</b>
VIII. Reason for Waiting	Profitable Price	80	53
	Speculative Purpose	70	47
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

## 1. Sources of Seed Procurement

Since the yield of Tapioca per acre depends upon the quality of seeds used, an attempt has been made to ascertain the sources of procurement of seeds in the study area and they are exhibited in the above table. It is clear from the table that 47 per cent of the seeds requirements of the cultivators are met by marketing society, 33 per cent of the cultivators procure seeds from traders and the remaining 20 per cent of the cultivators get seeds from other sources like friends and relatives.

## 2. Market Price Information

In the marketing of any product the market price plays a conclusive role. How do the farmers come to know of the market price in the study area is analysed in the above table. It is inferred that the above table out of 150 respondents of the cultivators 33 per cent of the respondents are came to know of the market prices through neighbouring cultivators and commission agent. Whereas 12 per cent of the sample cultivators came to know of it through friends and relatives. Only 9 per cent of the sample cultivators stated to know of it

through news papers. The study reveals that the neighbour cultivators and commission agents play a vital role as the major source of information about the market price prevailing in the Tapioca cultivators. Farmers are not effectively suing the newspaper in the study area and hence they are not able o know the prices prevailing in different markets. On personal enquiry, it was found that there was no reading room facilities in villages and only a few of the respondents make use of the newspapers available in tea shops.

## 3. Price Fixation in Tapioca Market

Tapioca is a price sensitive commodity in the market and its price fluctuates widely over a period of time. The farmers generally adopt the scientific method of price fixation by trading technique. The knowledge of respondents about price fixation in the study area is presented Tapioca in the above table. The study explains that 42 per cent of the sample cultivators acknowledge that the Tapioca price were fixed mostly on the basis of quality, while 23 per cent felt that the price of Tapioca was fixed on the basis of arrival of Tapioca in the market. Out of 150 sample respondents 20 per cent stated that the price of Tapioca was fixed on the basis of current market price. Only 15 per cent of the respondents had no idea about price fixation. It is not a welcoming trend.

## 4. Existing Distribution Channel

A marketing channel is a path traced in the direct or indirect transfer of ownership to a product, as it moves from a producer to ultimate consumer on industrial users. There are many intermediaries in the various channels during the current year have been collected and given the above table. It is disheartening the note that the village traders play a dominant role in the channel of marketing of Tapioca 57 per cent of the total quantity has been marketed through village traders. Commission agents who have marketed nearly 33 per cent of the total quantity follow it. Only 10 per cent of the cultivators distribution their produce through Regulated market it shows the cultivators not willing to select the channel of regulated market. Unfortunately the role of regulated market respectively.

## 5. Preferred Distribution Channel

The Tapioca cultivators preference for marketing channel is exhibited in the above table. Out of 150 of the sample respondents 43 per cent of cultivators stated to prefer village traders, 31 per cent respondents to market their produce through commission agent and other 26 per cent of the respondents stated the preferred channel as regulated market.

## 6. Sale of Tapioca

Generally speaking, cultivators of any product stock it till they get a remunerative price in the market. Some of them are forced to sell it immediately due to factors beyond their control. Hence the time of sale of Tapioca in the study area has been analysed and put forth in the above table. The table clearly indicates that 90 out of 150 respondents (60 per cent) of farmers are able to sell their produce immediately after the harvest is over.

It means that a majority of them have to dispose of their products at less favourable prices indicating that it is a 'forced sale'. On personal enquiry it was found that they had to sell the product to the local traders from whom they have borrowed loans and whose accounts therefore had to be settled immediately. It is gratifying to note that 40 per cent of the cultivators are willing to earn higher price for their produce.

7. Duration of Waiting to Market Tapioca

The above table reveals that the 31 per cent of the respondents have disposed off the bulk of their produce within 11 to 20 days, after its harvest, 25 per cent of the cultivators have sold their produce up to 10 days after harvest of Tapioca. The 20 per cent of the respondents have sold out their produce within 21 to 30 days. The remaining 24 per cent of the respondents wait for above 30 days to sell their produce for better price

8. Reason for Waiting

The above table clearly explains that the 53 per cent of the farmers were waiting for profitable prices the farmers take a long time to market the Tapioca and the quality can be improved even if its weights declines. Out of 150 respondents 47 per cent stated to be waiting mainly for quality empowerment and in anticipation of higher price.

Table – 2  
Cost of Marketing of Tapioca

S.No	Cost Particulars	Amount (in Rs.)	Percentage (Per Tonne)
1	Commission to village Traders	200	29
2	Packaging Charges	100	14
3	Weighting Charges	70	10
4	Transport Charges	400	47
Total		700	100

Source: Primary Data

In the marketing of Tapioca the cultivators have to incur various expenses. As it clearly shows that the above table number - 2. The amount of Rs.700 met as expenses for cost of marketing of Tapioca. The cost of Rs 400 (47 Per Cent) spent for transport on total cost of Rs.700; it occupies the highest percentage of total cost. The commission of village traders is getting the second highest expenses of 29 per cent. The packing charge of the produce is 14 per cent. Only 10 per cent is met for weighting charges of Tapioca.

Table – 3  
Problems of Marketing in Tapioca

S.No.	Marketing Problems	Frequencies	Percentage	Ranking
1	Price Fluctuation	36	24	I
2	Dominance of Private Dealers	28	19	III
3	Inadequate Market Finance	24	16	IV
4	Lack of Standardisation and Grading	12	08	V
5	Lack of Market information	07	05	VI
6	Lack of Storage Facility	05	08	VII
7	High Transport Cost	30	20	II
Total		150	100	

Source: Primary Data

The above marketing practices are not without problems. Hence, an attempt has been made to study the marketing problems faced by growers are analysed. As it clear from the above table – 3, the 24 per cent of the respondents are facing the price fluctuation problem and it gets the first rank in the

problems. The out of 150 respondents 30 respondents (20 per cent ) are stated to meet the problem of high transport cost it occupy the second rank of the problems. Dominance of the private dealers gets the third rank of the problem and it get 19 per cent many of these problems can be solved if the farmers resort to regulated market for marketing their produce. It is also suggested that the regulated market shall use its own transport vehicle for the purpose of bringing the agricultural produce from neighbouring villages by changing reasonable rate of transport.

Table – 4  
Income from Sale of Tapioca

S.No	Variety	Non Irrigation Area	Irrigation Area (Per Acre)
1	Burma	1,50,000	1,87,500
2	Vellai Rose	1,40,000	1,75,000
3	Kunguma Rose	2,00,000	2,50,000
4.	Mulluvadi	1,65,000	2,00,000

Source: Primary Data

VI. HYPOTHESIS

There is a significant difference between the income from Non-Irrigated area and Irrigated area

The researcher has analysed that different varieties of Tapioca used by the cultivators exhibited in the above table number – 4. The above table shows that maximum income obtained by the producers of kunguma Rose variety was Rs.2,50,000 per acre in the irrigated area. The income received by the farmers in the Non irrigated area was Rs.2,00,000. In the contest , the researcher applied the 'Z' test for the analyse of difference between the income from non-irrigated area and irrigated area.

VII. HYPOTHESIS RESULT

There is a significant difference between the income from Non-Irrigated area and Irrigated area. The calculated 'Z' value = 1.89. Since the difference is less than 1.95 standard error (5% level of significant) the hypothesis is accepted. So, there is a significant difference between the income from Non irrigated area and irrigated area.

VIII. SUGGESTIONS

To beaten the various problems that have been identified by this empirical study the following suggestion have been given. To buried the problems of seed procurement from farmer to another, and also recommended by agricultural extension centre and research station. So, that may assured of good quality seeds at reasonable prices. To conquered the problem of exploitation of the innocent and illiterate farmers in this district. It is suggested that adequate education shall be provided. So that farmers in this area may become illiterate and escape from exploitation. Next problem insufficient finance and storage facilities, so that it is recommended co-operative bank and co-operative organisation is regulated markets shall come forward to construct their storage house in villages and also loan offered by rural bank and co-operative bank. Again it is also suggested that the government shall come forward to establish public warehouses.



## IX. CONCLUSION

The analysis of the marketing practices admit that there is a good future for Tapioca in Salem District, since Salem district stands at the top in Tapioca production. It the above suggestions are duly excute by the parties concerned, the Tapioca production would go up, giving employment to more than lakh of people. It would also result in effective marketing giving the justifiable share to the growers.

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